



PATENT  
Customer No. 22,852  
Attorney Docket No. 8011-3006-00

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: )  
John B. FERBER et al. ) Group Art Unit: 2131  
Application No.: 09/610,197 ) Examiner: Christian A. LAFORGIA  
Filed: July 1, 2000 ) Confirmation No.: 6838  
For: OPTIMAL INTERNET AD )  
PLACEMENT )

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

**AMENDMENT**

In reply to the Office Action dated March 31, 2005, Applicants file herewith a Request for Continued Examination pursuant to 37 C.F.R. § 1.114 to reopen prosecution in the above-referenced application, as set forth in M.P.E.P. § 706.07(h). The period for responding to the Office Action runs through August 1, 2005, pursuant to a Petition for One Month Extension of Time filed herewith, and because July 31, 2005 is a Sunday. Before continuing examination, please amend this application as follows:

**Amendments to the Specification** begin on page 2 of this paper.

**Amendments to the Claims** are reflected in the listing of claims in this paper.

**Remarks** follow the amendment sections of this paper.